

Mario K. Giordano

Confidential.

Washington, D.C.  
18 August, 1954

To C J in House.

In conformity with the obligations towards the Organization taken upon myself by signing my contract, I hereby forward a draft of a writ " Selling an Idea" of the same date, with the request that I be allowed to file such a writ in my real name to some of the leading American industrial Concerns or the Patent Office, if advised accordingly.

I would have nothing against being introduced to one of such solid Concerns by this Organization, if such a procedure will be found necessary or preferable to my going an other, normal public way.

Urgent decision upon the case is much appreciated.

ENCLOSURE: on 2 sheets.

*Mario K. Giordano.*  
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CENTRAL INTELLIGENCE AGENCY  
SOURCE METHOD EXEMPTION 3B2B  
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DATE 2006

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18 Aug, 1954

SELLING AN IDEA:

1. The Nation, and especially the responsible people, are so concerned about the horrors which will be caused by the first sounded real A- or H-bomb alarm, that nobody likes to think of them.
2. But everybody likes to save himself and his family from those horrors. Is it possible? They all are waiting for hints and help.
3. Mass-evacuation of millions of people during a few hours of warning time is hopeless, panic-bound, and extremely dangerous undertaking to be mixed in. This will cost the life to many people even in the case that the Air Defense will be able to prevent the threatening enemy attack.
4. Efficient help for such cases can be provided to millions of people by building, in due time, of expertly designed SHELTERS. The idea is not utopian, it is practically feasible. There ought to be shelters of two kinds, in general:
  - a) big public ones, to board the masses fleeing from their working or living places in the most populated and most endangered central areas of big cities or big industrial developments. These must be far enough from the probable Z-point of the exploding bomb to resist the tremendous destructive powers involved, and near enough for the people to reach them during the warning time in reasonably safe way, and -
  - b) small private ones, close to the living places of the people in the suburbs, for the inhabitants of one house or of a small group of neighboring houses.
5. The COSTS of building and fitting out of these shelters will be great. But the Nation, the State, the Municipality CAN, MUST, and WILL provide for the big ones, and they will have to subsidize building of the small private ones.
6. These costs can be held in reasonable limits only then, when well designated and developed standardized constructional items and necessary devices and equipment, and even specialized constructional machines will be used.
7. A big and honest CONCERN which FIRST and in DUE TIME starts MASS-PRODUCTION of manifold STANDARDIZED BUILDING MATERIALS, SPECIAL DEFENSIVE AND OTHER NECESSARY DEVICES FOR THE SMALL, PRIVATE-TYPE A- AND H-BOMB SHELTERS, will earn the THANK of MILLIONS, and HUNDREDS OF MILLIONS OF HONEST DOLLARS from BIG SALES OF well designed, well manufactured, well advertized and DEADLY NEEDED articles, sold on LOW PRICES.

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"SELLING AN IDEA"

SOME ITEMS OF BUILDING MATERIALS, DEVICES AND EQUIPMENT WHICH CAN BE PREFABRICATED AND SOLD IN STANDARDIZED PACKAGES FOR SMALL TYPE PRIVATE SHELTERS, OR BY SINGLE ITEMS:

1. Heat, blast, and soaking-resistant, and gas-tight multiple entrance doors, forming degazing and washing off of the radioactivity. rooms for
2. Construction details supporting the ceiling of the long entrances and of the shelters.
3. Installations for foraging of food.
4. Sanitary and Rest installations.
5. Built-in furniture.
6. Electric Power Station in Shelter, for the case that the usual supply lines will be destroyed.
7. A well to supply water, built into the shelter.
8. Installation for purification of air, and supply of fresh air.
9. Installation to provide overpressure in the shelter for getting rid of bad air and gases in case that the built-in electric power station will have to work.
10. Wireless T/R set for communication between the shelter and the survived rescue organizations after a blast.
11. Devices for detecting and fighting radioactivity and war gases in shelter.
12. Packages of tools and first aid materials necessary during the stay in the shelter or an emergency outbreak out of the shelter before the arrival of the rescue teams.
13. Food sufficient for the maximal number of persons to be boarded, in weekly packages (e.g.: One Week Package for 4 Persons).